

## I. AMENDMENTS

Please amend the above-identified application as follows.

### Amendments to the Claims:

Please amend claims 1, 8, 9 and 10 as shown in the listing of claims below.

Please cancel claims 2 and 7.

### Listing of Claims:

Please replace all prior versions and listing of claims in the present application with the following:

1. (currently amended) A method for tracking and disposition of articles of merchandise in a retail store, comprising the steps of:
  - a) coding at least one RFID tag with a ~~unique~~ select identifier corresponding to a type of merchandise, the identifier being electronically stored in a memory portion of the RFID tag;
  - b) affixing at least one RFID tag to at least one article of merchandise corresponding to a select type;
  - c) writing a status code to a select affixed RFID tag to indicate that the merchandise is unsold;
  - d) electrically scanning a select RFID tag to obtain the select identifier at a point of sale;
  - e) communicating the select identifier to an inventory record of ~~a point of distribution~~ the store and incrementing an inventory quantity of the ~~point of distribution~~ store;
  - f) electrically scanning the article of merchandise when it is ~~scheduled to be removed from the point of distribution~~ presented at the point of sale to obtain the select identifier from the RFID tag; ~~and~~

- g) writing a change in the status code to the select RFID tag to indicate that the merchandise has been sold; and
- ~~fh)~~ removing the select identifier from the inventory record and updating the inventory record at the point of distribution store to reflect the ~~removal~~ sale of the article of merchandise.

2. (canceled) The method of claim 1 wherein the point of distribution is a retail store.

3. (original) The method of claim 1, further comprising the steps of:
- a) providing at least one customer with an account;
  - b) providing the customer with a card to enable the customer to charge purchases against the account, the card further comprising an RFID tag having customer-specific information;
  - c) electrically scanning the customer's merchandise selections at a check-out point of the store to obtain merchandise-specific information;
  - d) electrically scanning the customer's card to obtain the customer's account information;
  - e) obtaining personal identification information from the customer for verifying the customer's identity;
  - f) upon verification of the customer's identity, providing the customer with the option of at least one of charging the selections to the customer's account, writing a check, and paying cash; and
  - g) maintaining a record of customer-specific purchases.

4. (original) A method for selling articles in a retail store, comprising the steps of:
- a) providing at least one customer with an account;
  - b) providing the customer with a card to enable the customer to charge purchases against the account, the card further comprising an RFID tag having customer-specific information;

- c) electrically scanning the customer when the customer is in proximity to a display to obtain the customer's identity and account information from the RFID tag; and
- d) providing a customer-specific message to the customer via the display.

5. (original) The method of claim 4 wherein the customer-specific message is a personalized greeting.

6. (original) The method of claim 4 wherein the customer-specific message is an advertisement corresponding to the customer's past purchasing preferences.

7. (canceled) A method for tracking and disposition of articles, comprising the steps of:

- a) coding at least one RFID tag with a unique identifier, the identifier being electronically stored in a memory portion of the RFID tag;
- b) affixing at least one RFID tag to at least one article of merchandise;
- c) writing to a select RFID tag to set a status code indicating that the merchandise is unsold;
- d) electrically scanning the select RFID tag to obtain the select identifier;
- e) communicating the select identifier to an inventory record of a store and incrementing an inventory quantity of the store;
- f) electrically scanning the article of merchandise when it is sold to obtain the select identifier from the RFID tag;
- g) writing to the select RFID tag to change the status code to indicate that the merchandise has been sold; and
- h) removing the select identifier from the inventory record and decrementing the inventory quantity.

8. (currently amended) ~~A~~ The method according to claim 7 1, further comprising the steps of:

- a) scanning a select RFID tag placed in proximity to an entry and/or exit point of the store to obtain the identifier information for the select RFID tag;
- b) comparing the identifier information of the select RFID tag to the inventory record; and
- c) generating a perceivable alert signal if the select RFID tag is listed in the inventory record.

9. (currently amended) ~~A~~ The method according to claim 71, further comprising the steps of:

- a) scanning a select RFID tag placed in proximity to an entry and/or exit point of the store to obtain the status code information for the select RFID tag; and
- b) generating a perceivable alert signal if the status code indicates that the merchandise affixed to the select RFID tag is unsold.

10. (currently amended) A method for tracking and disposition of articles of merchandise in a retail store, comprising the steps of:

- a) maintaining a record of the identifiers of RFID tags corresponding to unsold merchandise no longer in a the store's inventory record;
- b) electrically scanning the entrances and/or exits to the store for the identifiers of all RFID tags in proximity to the entrances and/or exits;
- c) when a select RFID tag is detected, electrically scanning the RFID tag to obtain the identifier of the tag;
- d) comparing the identifier of each of the RFID tags to the store's record of unsold merchandise; and
- e) generating an perceivable alert signal if the comparison of any of the identifiers of RFID tags match those of unsold merchandise.